



# 2023 Canoe Kayak Canada Sprint National Championships

Lake Banook, Halifax, NS

# Acknowledgements

Atlantic Division CanoeKayak Canada would like to acknowledge that we are in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaw people. We are all treaty people.

Atlantic Division CanoeKayak Canada would also like to recognize that African Nova Scotians are distinct people whose histories, legacies and contributions have enriched the part of Mi'kma'ki known as Nova Scotia for over 400 years.

# The National Sprint Canoe Champions are back!

The National Champions have not been hosted on Lake Banook since 2016 due to the COVID-19 pandemic.

We look forward to welcoming over 6,000 participants, coaches, volunteers and officials and spectators from across Canada.

Over half of these participants are from outside of Nova Scotia which will create an immense economic impact in Halifax Regional Municipality (HRM) through hotel accommodation, meals, entertainment and day trips to other communities within HRM.

# World Class Venue, Lake Banook

Lake Banook is the premiere natural racecourse in the World that hosts International, National and Local competitions. The racecourse includes 800 buoys, 40,000 ft of lane wire, 28 lane winches, 34 sections of dock, 200m/500m/1000m starters towers, mooring and other anchored assets.

These competitions include:

2022 Senior World Championships

2022 Pan American Championships

2018 Pan American Championships

1997 Junior World Championships

1989 World Marathon Championships

1969 First Canada Summer Games (canoe/kayak event)

1969 North American Canoe Championships

# Economic Impact

Approximately 3,200 hotel room nights will be booked for this event.

Hotels on both sides of the harbour have been booked for this event. They include:

- *Hearthstone Inn*     *313 Prince Albert Road Dartmouth*
- *Hampton Inn*     *65 Cromarty Drive, Dartmouth*
- *Delta Hotel*     *240 Brownlow Avenue, Dartmouth*
- *Best Western*     *15 Spectacle Drive, Dartmouth*
- *Homewood Suites*     *1960 Brunswick Street, Halifax*
- *Holiday Inn*     *335 John Savage Avenue, Dartmouth*

# Economic Impact

These visiting 3,000 participants will be spending, on average, \$2767 each in the following categories over their 8 days in Halifax:

- Accommodations : \$1350
- Restaurants: \$575
- Other Food/Groceries: \$256
- Recreation & Entertainment: \$100
- Retail/Shopping: \$155
- Transportation: \$205
- Vehicle Expenses: \$126

Aggregate spending will be just over \$830,000.

Based on the Tourism Multiplier Effect, these dollars will be spend 3.1 times before leaving the local economy.

# Economic Impact to HRM

- 20 Local Jobs Supported by the event
- Over \$200,000 in Local Expenditures
- Over \$800,000 in Visitor Expenditures
- Over \$1,000,000 overall economic activity

# Legacy

The creation of the first ever Equity, Diversity and Inclusion (EDI) Chair on the Host Organizing Committee

10 PaddleAll (participants with Intellectual Disabilities) Boats to used for ADCKC Outreach Programming and shared with member clubs

The creation of Handbook to be used by future Host Organizing Committees



Thank you and see you at the Lake!

